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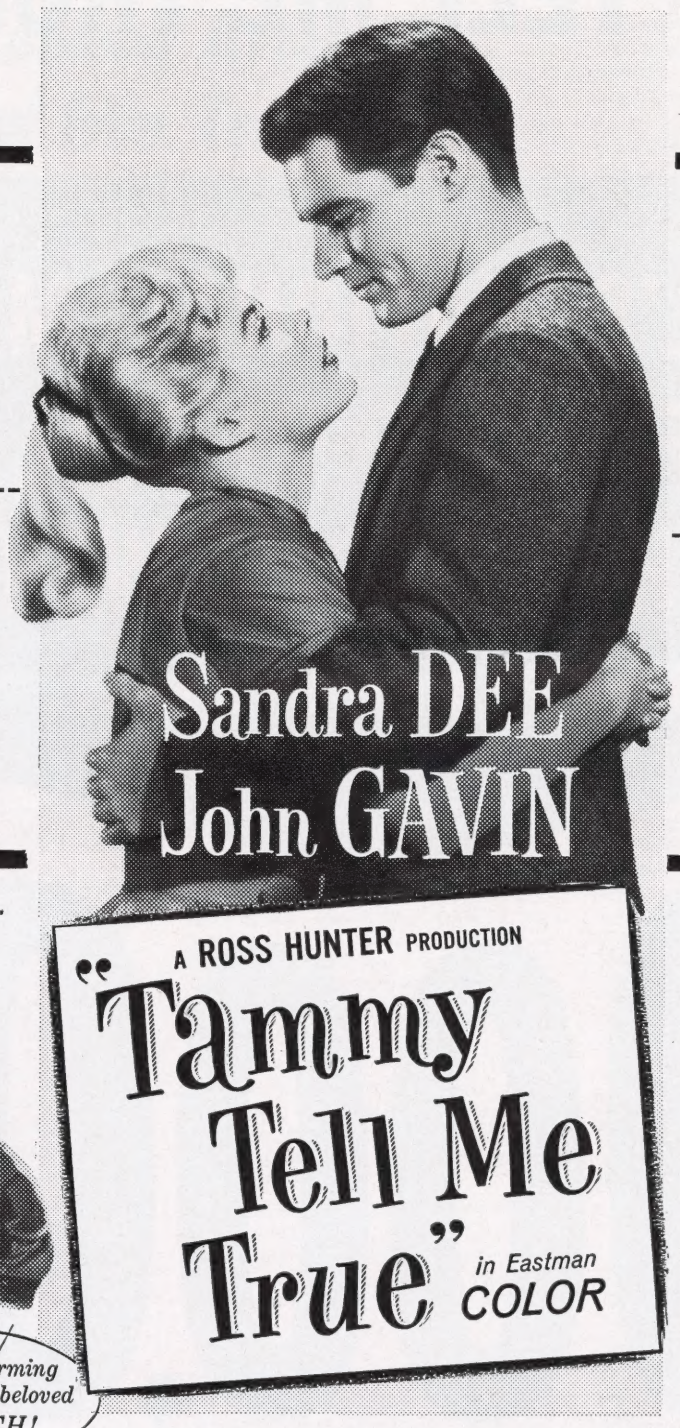
Universal International

THAT LOVABLE MISSISSIPPI RIVERBOAT GAL is now teachin' a stuffy College town the joys of Learnin'...Livin' and Lovin'!



TAMMY SHOWS...

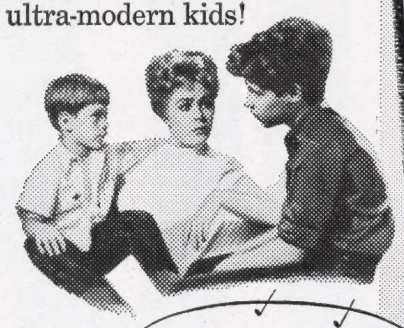
a Dean of Women that keeping a man happy is her real career!

TAMMY PROVES...

love is like the good earth –only what you plant in it comes up at harvest time!

AND AS A BABY-SITTER...

Tammy uses some old-fashioned ways to tame some wild ultra-modern kids!



with the heart-warming music of America's beloved PERCY FAITH!

TAMMY TEACHES.

the campus 'cats' that the smartest way to be a 'cool' head is to start with a warm heart!

TAMMY HELPS...

a haughty heiress find the gold in the Golden Rule!

Co-starring
CHARLES DRAKE
VIRGINIA GREY
JULIA MEADE
with Cecil Kellaway
Beulah Bondi
Edgar Buchanan
Gigi Perreau
Juanita Moore

Screenplay by OSCAR BRODNEY • Directed by HARRY KELLER • Produced by ROSS HUNTER
A UNIVERSAL-INTERNATIONAL PICTURE

THEATRE

MAT No. 401

Ad Mat No. 401—4 Col. x 10"—560 Lines

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MPAA

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All over "Family Land" U.S.A. they'll be on their Merry Boxoffice Way!

...to "TAMMY TELL ME TRUE," of course!

UNIVERSAL'S NATIONAL MAGAZINE CAMPAIGN FOR "TAMMY TELL ME TRUE" CREATES THAT HAPPY WANT-TO-SEE

among more than...

80,000,000

readers of these leading magazines in the BIG family and home market!

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billing

SANDRA DEE
JOHN GAVIN
in
A ROSS HUNTER
PRODUCTION
"TAMMY TELL ME TRUE"
In EASTMAN Color
co-starring
CHARLES DRAKE
VIRGINIA GREY
JULIA MEADE
with ....
CECIL KELLAWAY
BEULAH BONDI
EDGAR BUCHANAN
GIGI PERREAU
JUANITA MOORE
Screenplay by
OSCAR BRODNEY
Based on the novel by
CID RICKETTS SUMNER
Directed by
HARRY KELLER
Produced by
ROSS HUNTER
A Universal-International Picture

the cast

Tammy.....SANDRA DEE
Tom Freeman.....JOHN GAVIN
Miss Jenks.....VIRGINIA GREY
Capt. Joe.....CECIL KELLAWAY
Mrs. Call.....BEULAH BONDI
Buford Woodly
CHARLES DRAKE
Suzanne Rook.....JULIA MEADE
Judge Carver
EDGAR BUCHANAN
Rita.....GIGI PERREAU
Capt. Armand....HENRY CORDEN
Della.....JUANITA MOORE

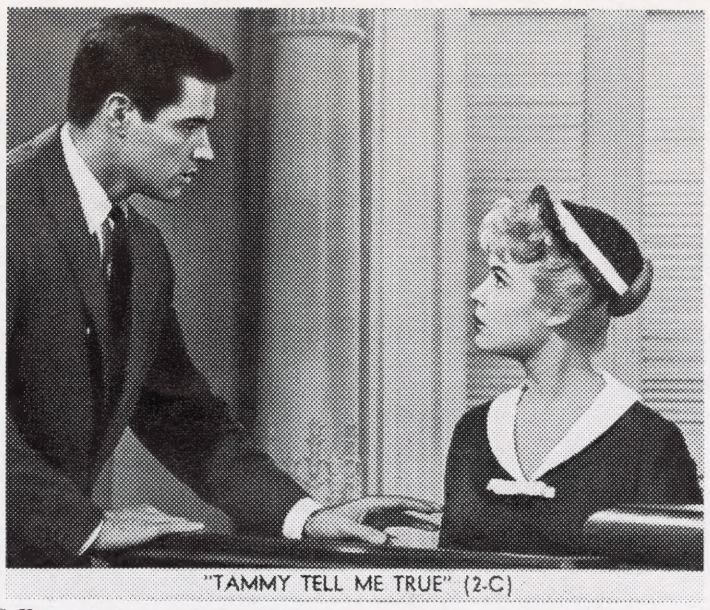
the staff

Director of Photography, Clifford Stine; Art Direction, Alexander Golitzen and Al Sweeney; Film Editor, Otto Ludwig; Music by Percy Faith; "Tammy Tell Me True" words and music by Dorothy Squires; Music supervised by Joseph Gershenson; Unit Production Manager, Lew Leary; Set Decorations, Howard Bristol; Sound, Henry Wilkinson; Gowns by Rosemary Odell; Make-up, Bud Westmore; Hair Stylist, Larry Germain; Dialogue Director, Leon Charles; Assistant Directors, Joseph Kenny and Charles Scott, Jr.

the story

(Not For Publication)

Shantyboat-bred Tammy (SANDRA DEE) has a boy-friend away at college, but he never answers her letters. Heartbroken, she determines to get an education in order to compete with the worldly-wise college co-eds she is certain he is currently favoring. Tammy confides her plan to Capt. Joe (CECIL KELLAWAY), provision boat operator along the river, and he helps her move her living craft, the decrepit Ellen B, downstream to tie up near Seminola College. Possessing no formal education, she gains admission as a special student. Also, with limited funds, Tammy will have to find part-time work. On the campus she meets Tom Freeman (JOHN GAVIN), a personable young professor who is delighted with the radiant warmth of this fresh and unspoiled young lady. His first assistance to Tammy is to send her to "Miss" Jenks (VIRGINIA GREY), Dean of Women at the college. Miss Jenks, sensing that Tammy's determination should be encouraged, accepts the girl as a special student. She recommends her for a position as companion for elderly and wealthy Mrs. Call (BEULAH BONDI), a misunderstood lady, given to somewhat whimsical behavior. A scheming niece, Suzanne Rook (JULIA MEADE), even has plans to have her put away in a mental institution. At first unimpressed with Tammy, Mrs. Call soon is excited to learn that the girl lives on a shantyboat, and nostalgically recalls her own early days on the river. She tells Tammy she would like to stay with her on the Ellen B, and steals away so that Suzanne won't know where she has gone. Under the girl's spell, and living on the boat, Mrs. Call regains her former warm personality. In appreciation, she gives Tammy a costly necklace. Meantime, the young girl is going to college where her teacher in the public speaking class is Tom Freeman. When some of the students make Tammy the target of their ridicule because of her old-fashioned manner and dress, Tom bolsters her confidence, and at the same time finds himself helplessly in love. Tammy, still thinking she is infatuated with her non-writing boy friend, doesn't realize she's growing ever more fond of Tom. Suzanne has launched a search for her missing aunt, and, catching a glimpse of the necklace on Tammy, has the girl arrested and a sanity hearing arranged for Mrs. Call. Tammy volunteers to testify in her behalf when the situation looks bad for her elderly friend. But when she takes the stand and in her own convincing way states the case for Mrs. Call, Judge Carver (EDGAR BUCHANAN) is so impressed he immediately dismisses the charges. About that time Tammy's own eyes are opened too—that Tom is the one she truly loves. She also has an opportunity to befriend Miss Jenks, helping her get her rather shaky marriage to artist Buford Woodly (CHARLES DRAKE) on a much more solid basis.



"TAMMY TELL ME TRUE" (2-C)

College professor John Gavin questions young Sandra Dee in this courtroom scene from "Tammy Tell Me True," in which the pair are co-starred. The romantic color comedy is a Ross Hunter production for Universal-International. ***(Still No. 1910-68)***

Sandra Dee's Glowing Career Zoomed After Successful Film Test

(Advance)

Sandra Dee, who stars in the title role of "Tammy Tell Me True," which opens.....at the.....Theatre, reveals—now that her screen career shines so brightly—that her most trying filmland ordeal was her original screen test.

The young blonde beauty describes it as an experience she probably would not be able to duplicate were she to face it anew under similar circumstances.

Now a three-year veteran of studio sound stages, Sandra points out that she had just turned 15—and as yet had never kissed a boy—when producer Ross Hunter put her before the cameras for test footage.

The handsome young man the studio chose to work with her, John Saxon, was affable and extremely considerate. The director, Harry Keller, is the same man who mentored her work in "Tammy Tell Me True," the Universal-International color picture in which she co-stars with John Gavin.

She was delighted with them both.

But she was still scared stiff.

The scene chosen for her to do was from the picture intended as her initial vehicle, "The Restless Years," a story of uninhibited teen-agers.

The entire sequence consisted of her attempt to make violent love to her young companion.

"My heart was thumping so hard," she recalls, "I thought it might pop out of my mouth, but I didn't want to let on because as long as I was going through with the test I naturally wanted it to come out right."

Sandra says her main concern was to make it appear that she was an experienced hand at twisting a young man around her finger and making him completely subservient to her whims.

"All the time I was going through the various pieces of business suggested by the scene," she elaborated, "I was gasping like a fish out of water because I found it hard to catch my breath."

"TAMMY TELL ME TRUE" (1-D)

Young Sandra Dee plays the heart-warming title role in "Tammy Tell Me True," romantic comedy co-starring John Gavin. The Ross Hunter production for Universal-International was filmed in color. ***(Still No. 1910-28AD)***

It was this reaction, she later learned, which helped to turn the test into such an impressive piece of celluloid.

"I discovered that all the panting and chest-heaving which I was doing out of necessity apparently succeeded in adding to the episode precisely the convincing quality it needed to properly bring it off."

Although she's now such a seasoned trouper she handles even the most demanding sequence in "Tammy Tell Me True" with enviable aplomb, the teen-age star declares that following the crucial test she had to take to her bed for two days.

"After that," she says, "everything else was easy."

"Tammy Tell Me True" Pairs Sandra Dee And John Gavin In Delightful Comedy Hit

(Review)

Enchanting and perfect screen entertainment—with a nostalgic look at a way of life that used to be—is the pleasure-filled "Tammy Tell Me True," the warm and delightful romantic comedy which opened yesterday on the screen of the .....Theatre.

The title role is played by that remarkably-talented young star, the blonde and beautiful Sandra Dee, as lovable a hair-braided little gal as has ever been seen on both land and water. Sandra's co-star is the tall, dark and very handsome John Gavin, who is rapidly emerging as one of Hollywood's foremost leading men.

"Tammy Tell Me True," a Ross Hunter production for Universal-International, is that studio's sequel to their outstandingly successful "Tammy and the Bachelor," and the new picture, in color, recreates on the screen the heart-warming Tammy characterization which captivated audiences the world over.

As portrayed by the effervescent Miss Dee, Tammy is a shantyboat-bred youngster woefully lacking in formal education, yet possessing more common sense than many a dedicated scholar. In her homespun approach to the complexities of modern life, she is determined to attend college, where she succeeds in resolving the dilemmas confronting the more so-called "civilized" gentry who cross her gentle path.

John Gavin is cast as a young college professor who befriends Sandra in the very trying period in which she has decided to concentrate on book learning. He ably shows his remarkable versatility in this portrayal, demonstrating a natural gift for comedy that opens a new facet to his impressive career.

Fine performances are also given by the co-starring members of the cast: Virginia Grey, as the dean of women at the college; Julia Meade, a wealthy old lady's scheming niece; Charles Drake as a misguided artist.

The very capable supporting cast is headed by Cecil Kellaway, one of the screen's most beloved character actors, as the skipper of a provision boat; Beulah Bondi, the eccentric, but kind, elderly lady; Edgar Buchanan, the wise judge; Gigi Perreau, as Tammy's understanding co-ed friend; and Juanita Moore, famed character actress who received an Academy Award nomination for her brilliant performance in U-I's "Imitation of Life."

"TAMMY TELL ME TRUE" (1-J)

Young Sandra Dee, as a shanty-boat-bred young lady who becomes a campus co-ed, discovers that she and college professor John Gavin have other mutual interests besides scholarly education. The pair co-star in "Tammy Tell Me True," Ross Hunter's romantic color comedy production for Universal-International Pictures. ***(Still No. 1910-26AD)***

As usual, renowned producer Ross Hunter has surrounded his production of "Tammy Tell Me True" with lavish perfectionism. Directed by Harry Keller, the screenplay was written by Oscar Brodney, who also did the original Tammy script.

One of the world's foremost music-makers, the talented composer-arranger-conductor, Percy Faith, contributed his first complete film musical score for "Tammy Tell Me True." And, the title number, written by Dorothy Squires, is the lovely tune which Sandra Dee, herself, sings in the charming picture. The wonderful color photography is a salute to Clifford Stine, who helmed the camera crew.

Third Film In Row For Fine Actress

(Current)

Actress Virginia Grey, who is cast as a college dean of women in "Tammy Tell Me True," the Ross Hunter color production for Universal-International, now at the.....Theatre, is making her third consecutive appearance for producer Hunter in the romantic comedy which stars Sandra Dee and John Gavin.

The popular blonde performer previously worked in "Portrait in Black" and in "Back Street" on the Universal lot.

Ross Hunter Decides To Stay Off-Camera

(Current)

Ex-actor Ross Hunter, now one of filmland's most famous producers, explained why he abandoned plans for doing a walk-on role in his latest picture for Universal-International, "Tammy Tell Me True," starring Sandra Dee and John Gavin, and now at the.....Theatre.

"I ran a few of the old pictures in which I had appeared," he explained, "and I was so bad I decided the most merciful thing I could do would be to stay out of camera range."

"Tammy Tell Me True" Stars Sandra Dee As College Co-Ed

(Current)

Tammy invades the campus in "Tammy Tell Me True," the romantic comedy now showing at the.....Theatre, and teaches a stuffy college town—and a shy, young professor—a lot of things they can't learn from books.

Tammy is the lovely young Sandra Dee, and her co-star as the handsome educator is John Gavin. They headline the cast in the Ross Hunter color production for Universal-International with Charles Drake, Virginia Grey and Julia Meade.

In the film's top featured roles are Cecil Kellaway, Beulah Bondi, Edgar Buchanan, Gigi Perreau and Juanita Moore. With music by the famed composer-conductor, Percy Faith, "Tammy Tell Me True" was directed by Harry Keller with the screenplay by Oscar Brodney.

"TAMMY TELL ME TRUE" (2-E)

Pretty young Sandra Dee gives some sage marital advice to a startled college dean of women, Virginia Grey, in this scene from the romantic comedy in color, "Tammy Tell Me True." Sandra shares headline honors with John Gavin in the Ross Hunter production for Universal-International Pictures. ***(Still No. 1910-52)***

"TAMMY TELL ME TRUE" (2-A)

Pig-tailed Sandra Dee is the shantyboat-bred youngster who yearns for a college education in "Tammy Tell Me True," romantic comedy in which her constant companion is Penelope, the cantankerous nanny goat. Young Sandra co-stars with John Gavin in the Ross Hunter color production for Universal-International Pictures.
(Still No. 1910-30AD)

Julia Meade Travels Far, Fast And High For Her Screen And Video Career

(Advance)

Julia Meade calls "Tammy Tell Me True," the romantic comedy in which she appears with Sandra Dee and John Gavin, her "24,000-mile picture."

The actress had to commute that distance—just short of a trip around the world—for her co-starring role in the Ross Hunter color production for Universal-International, set to open .....on the screen of the .....Theatre.

Julia's residence is in New York City, where, as just about every television viewer is delightfully aware, she has been a regular for the past eight years on the Ed Sullivan show.

When producer Ross Hunter, who previously had arranged for her screen debut in "Pillow Talk" with Rock Hudson and Doris Day, cast her for the new role she had to squeeze in the assignment between her weekly video appearances.

This meant that each Friday night, for four weeks, she had to hastily pack her bags for a flight from Hollywood to Gotham, and just as hastily re-pack them for her return trip late each Sunday night.

It all worked out so smoothly that not once was the captivating redhead tardy either on the studio sound stages or for the video program.

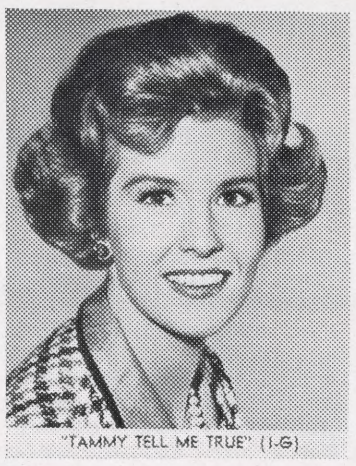
In "Tammy Tell Me True," the actress plays the pivotal role of the somewhat snooty niece of Beulah Bondi, seen as a wealthy woman of eccentric behavior. She says she likes the role so much she would have traveled twice as far, had it been necessary, to accept the assignment.

Julia has carved out an enviable reputation for herself in television where she has become one of the highest paid commercial announcers in the industry.

If she never works another day in her life, it has been said, she'll never have to be concerned about her finances. But she's interested in pictures, she says, because she now wants to spread her histrionic wings.

Julia Meade brings a solid acting background to her work in films. She spent seven years in summer stock and has appeared in three Broadway shows, "The Tender Trap," "Double in Hearts" and "Roman Candle."

She is the wife of Worsham Rudd, a commercial artist, and she says that her husband is not above commandeering her services for the various advertising illustrations he prepares.



"TAMMY TELL ME TRUE" (1-G)

Red-haired actress Julia Meade, familiar to video audiences for her appearances on the Ed Sullivan show, has a co-starring role with Sandra Dee and John Gavin in the romantic color comedy, "Tammy Tell Me True." The Ross Hunter production for Universal-International marks her second screen role. ***(Still No. 1910-18AD)***

"TAMMY TELL ME TRUE" (1-C)

Golden blonde Sandra Dee stars in the title role of "Tammy Tell Me True," romantic comedy in color, co-starring John Gavin. The effervescent young beauty portrays a shantyboat-bred youngster in quest of a college education in the Ross Hunter production for Universal-International.
(Still No. 1910-34AD)

Shantyboat Doors Had To Be Changed

(Current)

Sharp-eyed film-going spectators will find a slight change in the shantyboat which was first seen in Universal-International's "Tammy and the Bachelor," and is now being used again in the sequel, "Tammy Tell Me True," starring Sandra Dee and John Gavin, and now showing at the .....Theatre.

The doorway entrance to the craft has been made half a foot higher — all because of Gavin's lofty stature.

During rehearsals the six-foot four-inch star was hitting his head so often on the low set frame that director Harry Keller took pity on him and had a new door cut.

"Tammy Tell Me True" is a Ross Hunter production, and the color picture co-stars Charles Drake, Virginia Grey, Julia Meade, with Cecil Kellaway, Beulah Bondi, Edgar Buchanan, Gigi Perreau and Juanita Moore featured.

Goat Finds Sandra Dee's Straw Hat Is Most Delicious

(Current)

Sandra Dee's new straw hat—one she got from her husband, singer-actor Bobby Darin, lasted only a single day when the lovely young actress brought it along with her during the filming of "Tammy Tell Me True," now showing at the.....Theatre. Sandra co-stars with John Gavin in the Universal-International color film.

One of her acting colleagues ate the colorful hat—down to the last straw. The culprit was Penelope, a nanny goat established in the film as Sandra's constant companion.

While heads were momentarily turned, the goat apparently sampled the hat in the star's dressing room, found it a delicious morsel and finished it off so that not a trace was left.

"I'm the last person to deny a goat a tasty meal," mused Sandra, "but it was one of the few hats I've really liked."

Bobby has promised Sandra a duplicate.

"TAMMY TELL ME TRUE" (1-B)

Young Sandra Dee finds her college professor friend, John Gavin, interesting both romantically and educationally as they co-star in "Tammy Tell Me True," romantic comedy in color. The Ross Hunter production is a Universal-International picture.
(Still No. 1910-21AD)

Cross-Country Jaunts On Actress' Schedule

(Current)

Titian-tressed actress Julia Meade was filmland's title holder as champion cross-country commuter during the filming of Universal-International's "Tammy Tell Me True," in which she co-stars with Sandra Dee and John Gavin. While working in the color picture, now at the.....Theatre, she traveled a grand total of 24,000 miles.

A regular on the Ed Sullivan television show, Miss Meade had to fly back to New York each weekend for the program. She departed each Friday night at the conclusion of her work on the sound stages and headed back for Hollywood on a late Sunday night flight. And, she made a total of four round trips in all.

"Tammy Tell Me True," a Ross Hunter production, is Miss Meade's second picture assignment at Universal. She made her film debut in "Pillow Talk" with Rock Hudson, Doris Day and Tony Randall.

Star's Dog-Gone Hosiery Bills High

(Current)

Young Sandra Dee, starring in "Tammy Tell Me True," the Ross Hunter color production in color for Universal-International, and now showing at the.....Theatre, reported that her hosiery bill has tripled since Clementine, a toy terrier, joined her household.

The pet's favorite napping place, says the teen-age star, is the bottom drawer of a bedroom chest in which she keeps her stockings. And, the diminutive animal likes to chew on the nylons before falling off to sleep.

John Gavin shares starring honors with Miss Dee in "Tammy Tell Me True," and the co-starring roles of the romantic comedy in color are played by Charles Drake, Virginia Grey and Julia Meade.

John Gavin's Name Was On Theatre Front Long Before He Began Acting

(Advance)

A teen-age prank by handsome, dark-haired John Gavin, who co-stars with Sandra Dee in "Tammy Tell Me True," opening.....at the.....Theatre, foretold his future far better than he knows.

Long before he ever dreamed of a film career his name blazoned brightly on the marquee of a theatre on famed Wilshire Boulevard in Los Angeles.

He put it up there himself, in the small hours of the morning, just to see how it looked, and then as quickly took it down.

Gavin was a student at Beverly Hills High School at the time, working evenings as assistant manager of the old Elite Theatre so he could support his vintage model hot-rod in the custom he desired.

One of his chores was changing the marquee, and it was during such a task that he succumbed to the sudden urge.

Now, of course, his name is in lights at theatres all over the world in recognition of his status as one of filmland's most important new talents.

Currently starring with Sandra Dee in Ross Hunter's color production for Universal-International of "Tammy Tell Me True," Gavin was launched on an acting career purely by chance.

He was paying a personal call on an old family friend, Brynie Foy, the producer. They had met with great frequency. But suddenly Foy seemed to "see" young Gavin for the first time.

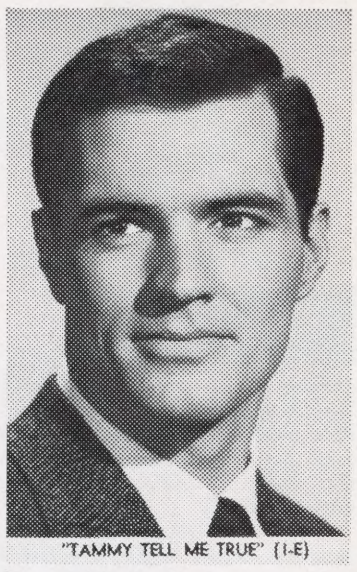
"Hey," the producer said, "why don't you become an actor? I think you'd be a natural."

Foy put Gavin in touch with an agent. The agent took Gavin to Universal. Universal recognized a good thing when they saw it. Result: a long-term contract now in its fifth year with the actor's future growing ever brighter.

In "Tammy Tell Me True," in which he portrays a romantically-inclined professor of literature at a Mississippi college, Gavin gets an abrupt change of histrionic pace from his previous assignments.

After straight dramatic roles in such vehicles as "Back Street," "Midnight Lace" and "Spartacus," he switches to light comedy, acquitting himself with such style that his director, Harry Keller, acclaims him one of the industry's most gifted comedy talents.

Gavin doesn't know what his future holds. But he says he doubts that he'll ever experience a bigger thrill than the time he first saw his name in lights, for the brief few moments, on that long-ago occasion after midnight on Wilshire Boulevard.



"TAMMY TELL ME TRUE" (1-E)

One of filmland's foremost leading men, handsome John Gavin, plays a young college professor in love with Sandra Dee in Ross Hunter's romantic color comedy, "Tammy Tell Me True," for Universal-International.
(Still No. 1910-10AD)

Percy Faith Writes First Film Musical Score For "Tammy"

(Current)

Percy Faith, the noted composer-arranger-conductor, composed the original musical score for Universal's Ross Hunter color production, "Tammy Tell Me True," which stars Sandra Dee and John Gavin, and is now showing at the .....Theatre.

The assignment marked Faith's entrance into the movie field and prompted him to move his permanent headquarters from New York to Hollywood.

One of America's most widely acclaimed music makers, Percy Faith has turned out a total of 32 albums having combined sales in excess of seven million. His original tunes include such hits as "My Heart Cries for You," 'No One But You" and "Swedish Rhapsody."

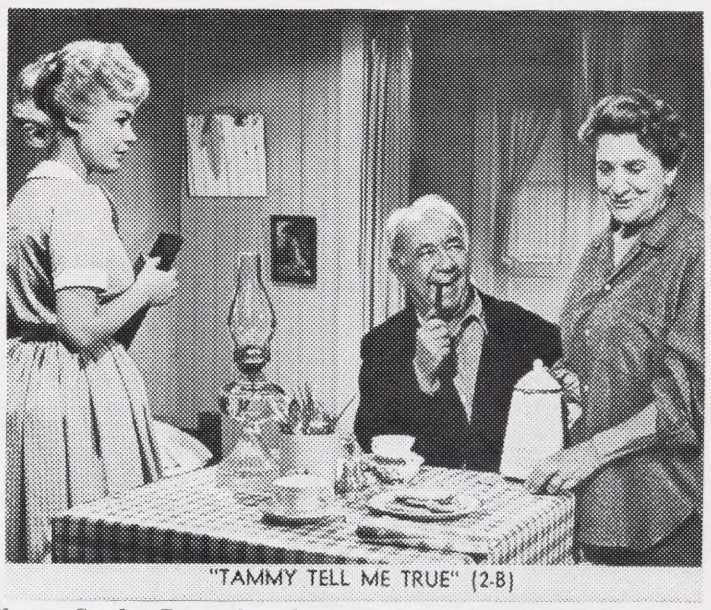
Young Film Actress Has Veteran Status

(Advance)

Gigi Perreau, a 17-year-old acting veteran at the age of 19, makes her 45th screen appearance in "Tammy Tell Me True," the Ross Hunter production for Universal-International, in which Sandra Dee and John Gavin are starred. The romantic comedy in color opens.....at the.....Theatre.

Miss Perreau portrays a sophisticated college co-ed who befriends Sandra when the latter enrolls at the college. She previously had appeared as the feminine lead opposite Paul Anka in "Look in Any Window."

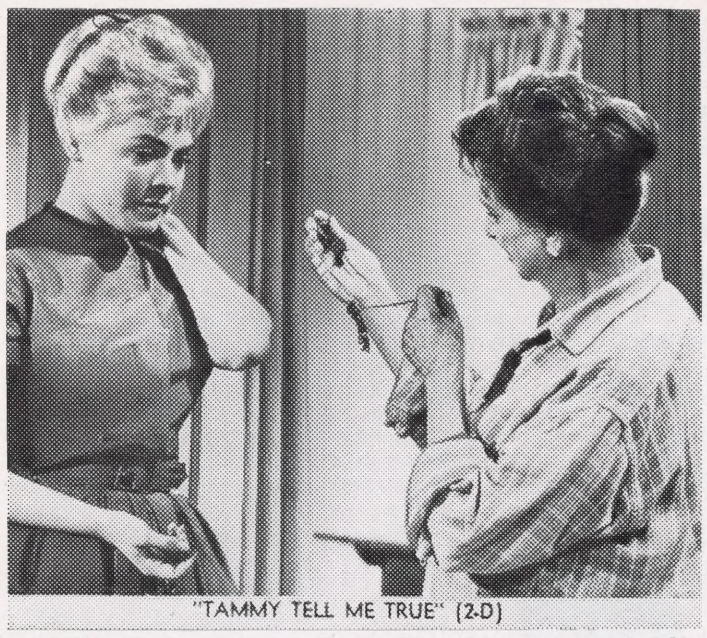
A sequel to Universal's highly successful "Tammy and the Bachelor," "Tammy Tell Me True" was directed by Harry Keller, with Charles Drake, Virginia Grey and Julia Meade in co-starring roles.



"TAMMY TELL ME TRUE" (2-B)

Young Sandra Dee, who plays the title role, Cecil Kellaway and Beulah Bondi in a scene from the romantic color comedy, "Tammy Tell Me True," in which Sandra co-stars with John Gavin. The Ross Hunter production is a Universal-International Picture.
(Still No. 1910-26)

ADDITIONAL PUBLICITY



"TAMMY TELL ME TRUE" (2-D)

Beulah Bondi presents young Sandra Dee with a priceless heirloom necklace—causing both of them plenty of trouble—in this scene from "Tammy Tell Me True," in which young Sandra plays the title role as she co-stars with John Gavin. The Ross Hunter production is a romantic comedy in color for Universal-International.
(Still No. 1910-58)

Veteran Juanita Hall Cast In New Picture

(Current)

Veteran character actress Juanita Hall, who was nominated for an Academy Award for her supporting work in "Imitation of Life," is one of the featured performers in "Tammy Tell Me True," now on the screen of the .....Theatre.

The romantic comedy, filmed in color and produced by Ross Hunter who made "Imitation of Life," stars Sandra Dee in the title role and John Gavin. The film is a Universal-International Picture.

Interest In Books Profitable For Star

(Current)

Handsome star John Gavin's book-browsing habits paid off nicely for him while working in "Tammy Tell Me True," romantic comedy in which he co-stars with Sandra Dee. The color production, a Universal-International release, is currently playing at the.....Theatre.

The Ross Hunter picture has a college setting, with long rows of books prominently displayed in the various classrooms.

Volumes acquired for such purposes are bought by the pound, being considered solely as "filler."

The property man obtained a batch used for "Tammy Tell Me True" at a church bazaar rummage sale. He got them for 50 cents a pound.

In thumbing through the assorted tomes, Gavin found a rare first edition, leaves still uncut, of Joseph Conrad's famous "Lord Jim"—the single volume worth a hundred times the cost of the entire collection.

Gavin was presented the volume by director Harry Keller after he agreed to replace it with any book of its approximate size.

Age Catches Up With Sandra's Schooldays

(Current)

Sandra Dee calls "Tammy Tell Me True" her "growing-up" picture.

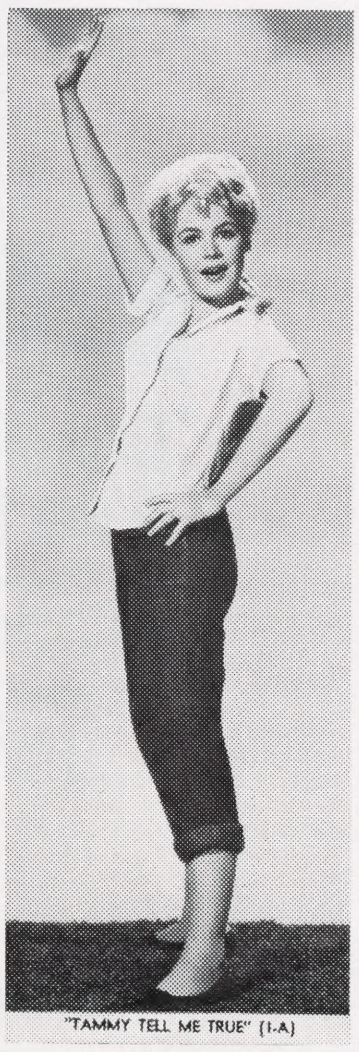
The romantic comedy in color, opening .....at the..... Theatre, and in which she co-stars with John Gavin, marks the pretty young actress' first assignment before the cameras in which she is no longer considered a minor.

This means that now, having reached the age of 18, she isn't subject to the work and school rules imposed by the Los Angeles Board of Education, which provide for a limited number of working hours, with specific time devoted to school studies under the supervision of an accredited teacher.

Coincidentally, in the college sequences of "Tammy Tell Me True," the Ross Hunter production for Universal-International Pictures, the schoolroom seat provided for Sandra in the college sequences in the picture is the same desk-like chair she had used during all the years she attended the studio school.

"TAMMY TELL ME TRUE" (1-H)

The lovely and talented Virginia Grey, one of the very few film actresses born and raised in Hollywood, is a college dean of women as she co-stars in the romantic comedy, "Tammy Tell Me True," starring Sandra Dee and John Gavin. The Universal-International Picture is a Ross Hunter color production. ***(Still No. 1910-14AD)***

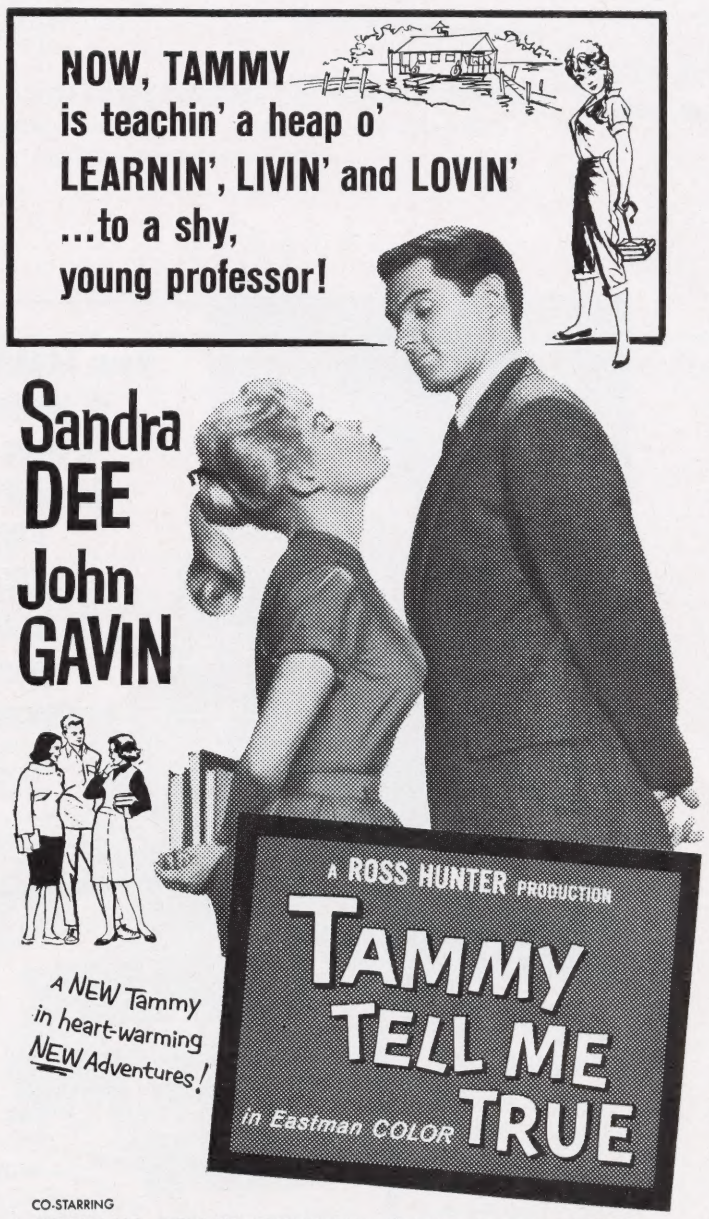


"TAMMY TELL ME TRUE" (1-A)

The young and beautiful pig-tailed miss is Sandra Dee, who stars as the shantyboat youngster who becomes a college co-ed in "Tammy Tell Me True," enchanting romantic comedy in which she co-stars with John Gavin. The Ross Hunter production for Universal-International was filmed in color.
(Still No. 1910-1AD)

MAT No. 301

Ad Mat No. 301—3 Col. x 7"—300 Lines



MAT No. 210

Ad Mat No. 210—2 Col. x 7¾"—220 Lines

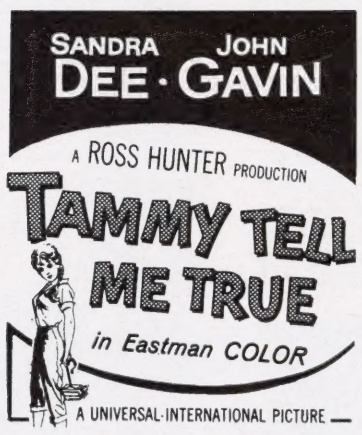
THEATRE

MAT No. 302

Ad Mat No. 302—3 Col. x 7½"—315 Lines

MAT No. 205

Ad Mat No. 205—2 Col. x 5½"—150 Lines

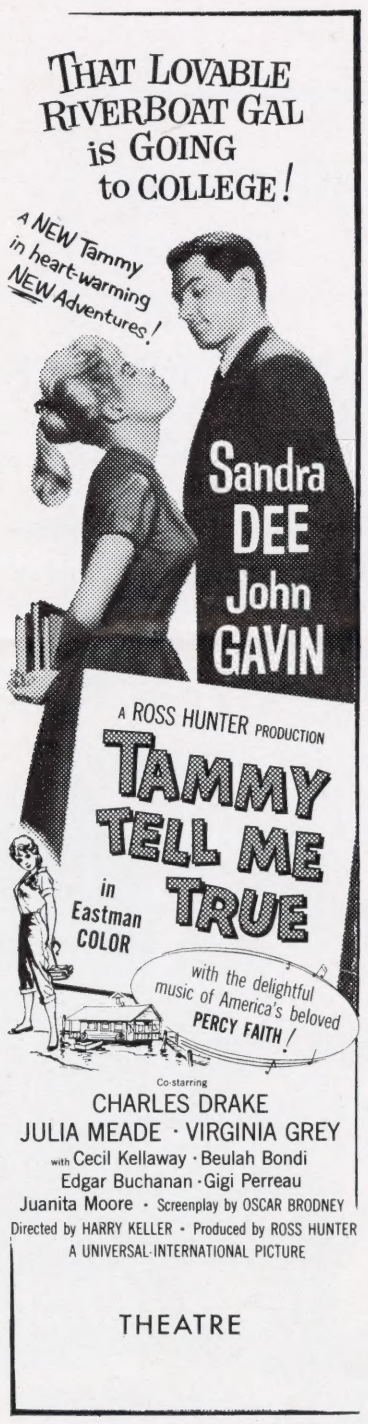


MAT No. 104

Ad Mat No. 104
1 Col. x 2"—28 Lines

MAT No. 304

Ad Mat No. 304—3 Col. x 9½"—400 Lines



MAT No. 103

Ad Mat No. 103
1 Col. x 7"—100 Lines

MAT No. 204

Ad Mat No. 204—2 Col. x 3½"—100 Lines

TEASERS

Give your campaign the big advance build up that pays off at the box office! Use these 2 col. teasers to stimulate interest in the new Tammy and her new adventures!

MAT No. 303

Ad Mat No. 303—3 Col. x 8¾"—360 Lines

MAT No. 207

Ad Mat No. 207—2 Col. x 8¼"—230 Lines

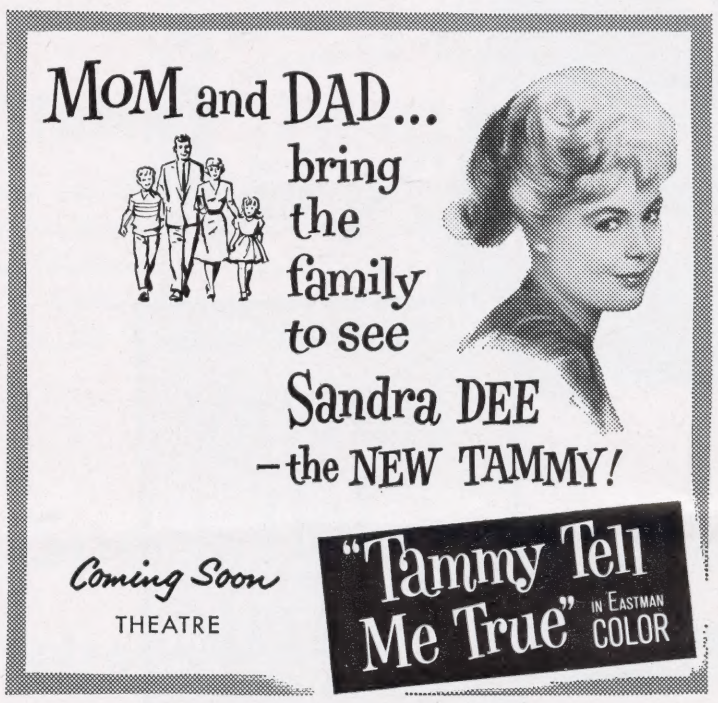
MAT No. 102

Ad Mat No. 102
1 Col. x 3¾"—50 Lines

TEASER 2-A

TEASER 2-B

TEASER 2-C



TEASER 2-D

PARENTS' MAGAZINE AWARDS TOP HONORS TO "TAMMY TELL ME TRUE!"

Merchandise these extra selling values to your best advantage!

← FREE ONE SHEET

available on request! Order direct from Herman Kass, Exploitation Dept., Universal Pictures Co. Inc., 445 Park Avenue, New York 22, N. Y.

SPECIAL 2-COL. AD
(See Mat 206 on right)
and group of
DROP-IN SLUGS
readily adaptable for all display ads are available at your National Screen Exchange. The Drop-in slugs illustrated herewith are ALL on one mat. Order them as SPECIAL MAT NO. 2.

PARENTS' MAGAZINE FAMILY AWARD!

MAGAZINE PARENTS' FAMILY MOVIE *Medal Winner!*

PARENTS' MAGAZINE FAMILY AWARD!

MAGAZINE PARENTS' FAMILY MOVIE *Medal Winner!*

THEATRE

MAT No. 206

Ad Mat No. 206—2 Col. x 6"—170 Lines

THEATRE

MAT No. 208

Ad Mat No. 208—2 Col. x 10"—280 Lines

MAT No. 202

Ad Mat No. 202—2 Col. x 1½"—40 Lines

RIVERBOAT STUNT

"TAMMY TELL ME TRUE" is all about a little Mississippi Riverboat Gal who was brought up on a Houseboat. Therefore, if your city or town is on a river or by the sea, a natural promotion stunt is to make arrangements for an important activity for the press and VIP's on a Paddle Wheel or similar type boat. Some of these boats are palatial but nevertheless would convey the spirit of this happy entertainment. This could prove a big space-getter for your campaign.

Added Interest For Youngsters with Sandra Dee – Saalfield Books

Two attractive books exclusively devoted to Sandra Dee are presently being sold through the big chain stores. These books can be part of a composite window and may be used for premium stunts, giveaways or as contest prizes.

For Further Information Contact:

MISS ALICE McQUISTION
Saalfield Publishing Co.
Saalfield Square
Akron 1, Ohio

Virginia Grey Suit Provides Store Promotion Opportunity

Still No. 1910-EX-14

In "TAMMY TELL ME TRUE" Virginia Grey wears a suit created by the well known West Coast designer Stanley Sherman, whose line of fashionable clothes are sold by the better stores throughout the country. Check your retail store outlets for the Sherman line and arrange for a mutually beneficial promotion that could include co-op ads, window displays and fashion show participation, using the Virginia Grey photo shown here together with scene stills from the film.

For further information, write

MR. STANLEY SHERMAN
1013 S. Los Angeles Street
Los Angeles 15, California

RADIO—TV—TRAILERS

Free Special Disc Offer

OPEN-END INTERVIEW with the NEW "TAMMY" gal SANDRA DEE

Teen-agers everywhere will want to listen-in on this personally recorded radio interview with lovely Sandra Dee, who relates her many interesting experiences while filming "TAMMY TELL ME TRUE."

This type of promotion is becoming increasingly popular and particularly with a personality such as Sandra Dee, should prove a strong factor in your advance campaign. Offer it to your best station immediately.

NOTE: A continuity sheet accompanies each disc. Questions and answers have been accurately timed to create the impression that Miss Dee is being interviewed by a local announcer at the local radio station.

Order this Disc FREE from RADIO DEPARTMENT,
UNIVERSAL-INTERNATIONAL STUDIOS,
UNIVERSAL CITY, CALIF.

Free Transcription —
FOR SPOT RADIO USE

Gay and bright are the spot announcements that will serve to introduce Sandra Dee as the new "Tammy" gal and impress all listeners on the sparkling entertainment qualities of "TAMMY TELL ME TRUE." The spots are 15, 30 and 60-seconds in length and in each instance give sufficient time for the local playdate information to be given "live" by the station announcer.

Order this FREE radio disc from RADIO DEPARTMENT,
UNIVERSAL-INTERNATIONAL STUDIOS
Universal City, Calif.

SUGGESTED COPY FOR LIVE RADIO SPOTS

(ONE MINUTE)

ANNOUNCER: *There's a new Tammy for you to love . . . a new Tammy picture to capture your heart . . . and a new Tammy song for the world to sing . . . TAMMY TELL ME TRUE . . . in color . . . starring Sandra Dee as Tammy and John Gavin . . . TAMMY TELL ME TRUE, opening.....at the.....theatre! The new, the heartwarming adventures of that fascinating Mississippi River Boat Gal, and all the things that befall her when she decides to go to college . . . Yes, leave it to Tammy to teach a stuffy college town a lot of things they can't learn in books . . . TAMMY TELL ME TRUE . . . You'll roar with sheer delight as Tammy works as a baby sitter . . . You'll grin with glee as she teaches the campus 'cats that a 'cool' head can't beat a warm heart . . . and outwits a calculating heiress to boot . . . You'll be pleasured all over as Tammy falls head over heels in love with a handsome, shy professor . . . TAMMY TELL ME TRUE, truly a wonderful picture for all . . . winner of the Parents' Magazine medal . . . with so much for everyone to enjoy . . . and a marvelous music score by popular Percy Faith . . . TAMMY TELL ME TRUE, starring Sandra Dee as Tammy and John Gavin, and co-starring Charles Drake, Virginia Grey, Julia Meade . . . with Cecil Kellaway, Beulah Bondi, Edgar Buchanan, Gigi Perreau and Juanita Moore . . . TAMMY TELL ME TRUE, starting .....at the.....theatre!*

(30 SECONDS)

ANNOUNCER: *There's a new Tammy picture for the world to love and a new Tammy to capture your heart! TAMMY TELL ME TRUE, in color, coming.....to the .....theatre! TAMMY TELL ME TRUE, starring irrepressible Sandra Dee as Tammy, and John Gavin . . . It's the wonderful new adventures of that mischievous, fascinating Mississippi Riverboat Gal, and all the things that befall her when she decides to go to college . . . Yes, leave it to Tammy to teach things you don't find in books to students, faculty and staid townspeople . . . You'll be pleasured all over as she falls in love with the handsomest professor on the campus! And you'll be enthralled by the new song Sandra sings, and the marvelous musical score by Percy Faith! It's truly the perfect movie for all the family! Don't miss TAMMY TELL ME TRUE, in color, coming..... to the.....theatre!*

(15 SECONDS)

ANNOUNCER: *There's a new Tammy and a new Tammy picture for the world to love! Don't miss TAMMY TELL ME TRUE, in color, starring Sandra Dee as Tammy, and John Gavin. Starts.....at the.....theatre! The delightful new adventures of that mischievous riverboat gal and what happens when she decides to go to college! Don't miss TAMMY TELL ME TRUE!*

SET OF TV SPOTS — FREE!

The stimulating happenings, and the intriguing charm of the new "TAMMY" in the person of Sandra Dee, are cleverly communicated to potential theatre patrons in a masterful set of television spots that are available to all exhibitors Free. Particular care was used in the creation of these spots to highlight Sandra Dee as the new "TAMMY" and emphasize the unusual and delightful aspects of "TAMMY TELL ME TRUE" as screen entertainment. The set, all on 16mm film, includes 60 and 20-second spots and each of them includes sufficient silent footage to permit your local engagement information to be given.

Order the set from HERMAN KASS, NATIONAL EXPLOITATION DIRECTOR, UNIVERSAL PICTURES CO., 455 Park Avenue, New York 22, New York. Please specify, with your order, the station or stations on which these spots are to be used.

"TAMMY" TV TELOP OR SLIDE

Both Telop and Slide are available . . . $6.00 with theatre playdate and station identification information (to accompany order) . . . $5.00 without theatre playdate or station identification . . . $2.50 for each duplicate copy of any Telop or Slide. Be sure to mention whether you want Telop or Slide. Order direct from QQ TITLE CARD CO., 247 West 46th St., New York 36, NewYork.

Special Teaser Trailer
introducing SANDRA DEE as the NEW "TAMMY"

This teaser trailer accomplishes a double purpose, both of which are important to the success of your "TAMMY TELL ME TRUE" playdate.

First, the artful presentation of the delightful Miss Dee as the NEW "TAMMY" should provide patrons a fresh topic of conversation, thereby building up additional interest in "TAMMY TELL ME TRUE".

Secondly, the trailer effectively sells the unusual charm and provocative type of entertainment that is to be found only in a "TAMMY" film.

It's in **COLOR**
It's **INTRIGUING**
It's **IMPORTANT** and it's **FREE!**

Order direct from your
LOCAL NATIONAL SCREEN SERVICE EXCHANGE

PRODUCER ROSS HUNTER featured in Nation-wide BOLEX CAMERA PROMOTION

Ross Hunter tells his "Secrets of Movie Making" in a brochure produced and distributed by the Bolex Company with credit to "TAMMY TELL ME TRUE".

Follow-up benefits can be gained by contacting local Bolex distributor and extending cooperation on displays and promotions with the dealers.

MUSIC TO BRIGHTEN BOX OFFICE

BIG SANDRA DEE SINGLE ON DECCA NOW HITTING HIGH!

. . . and PERCY FAITH SINGLE ON COLUMBIA

Another new song success to compare with that of the original "Tammy" hit is the prediction of all in the world of music. Composed by Mary Louise Squires and published by Producer Ross Hunter's own music publishing company, the title song of "TAMMY TELL ME TRUE" is sung in the film by the new "Tammy" Sandra Dee, who has also recorded it for Decca. The colorful title sheet reproduced above will attract attention in music store windows and prove a strong plus factor for the picture. Sell your dealers on a composite full window with the Sandra Dee recording, the Percy Faith Album and single, the song sheets and a variety of scene stills from the film.

PERCY FAITH MUSIC SCORE BIG ASSET!

The noted composer, arranger and conductor, Percy Faith, composed the magnificent music score for "TAMMY TELL ME TRUE." In addition, he has included this title tune in his new Columbia Album (see cover) featuring the great themes from motion pictures. The fact that the "TAMMY" title song is included with this impressive group of film music lends great importance and stature to the "TAMMY TELL ME TRUE" music and film.

With this album and his Columbia single, Percy Faith has provided the film with two powerful promotion discs. Contact your D.J.'s for maximum exposure.

SUGGESTED CONTESTS for LOCAL INTEREST and EXCITEMENT!

Gal with Prettiest Pigtails!

Pigtails are part and parcel of the Mississippi river-boat gal known as "Tammy" and they are part of pert Sandra Dee during several of the house-boat sequences in the film, "TAMMY TELL ME TRUE". A logical stunt that could garner reams of publicity and lots of excitement would be a "TAMMY PIGTAIL CONTEST". Use the photo of Miss Dee shown here as a guide and fashion your own rules to suit the local situation. Consider tieing this up with a newspaper with the finals on the stage of your theatre on opening day (or night).

Still No. 1910-29AD

Baby-Sitter Experience!

Baby-sitters everywhere will find exceptional interest in the two episodes in "TAMMY TELL ME TRUE" in which Tammy "minds the children" while the parents have an evening away from home. Aside from the hilarious actions and dialogue, which everyone who has ever baby-sat will enjoy, Tammy herself establishes a new philosophy and manner of accomplishing this some-times difficult chore that may prove helpful to all in future situations. With high interest in this modern day development centered around the parents, the children and the home, why not a letter-writing contest titled "My Most Unusual Experience As a Baby-Sitter". Limit the contest to fifty words so that the young, as well as adult sitters, will participate. The response should be overwhelming. Again, try to plant with a newspaper and contact the local Baby-Sitters Guild for added support.

Still No. 1910-43

BIG COAST-TO-COAST COVERAGE ON "TAMMY" PAPERBACK EDITION

Popular Library is putting a concerted effort behind the national promotion of the paperback movie edition of "TAMMY TELL ME TRUE". Timed to the release of the film, this new book will hit the stands to give the picture good exposure with its attractive cover and the special point-of-sale streamers and posters with the always effective copy: "Read The Book — See The Picture". Distribution will be made to over 100,000 outlets, which include book and department stores, chain stores such as Woolworth, Kress and Kresge, new-stands and super markets.

Contact your local Popular Library distributor and plan a complete campaign to take fullest advantage of this exploitation natural. Suggested are the following: Print up bookmarks for libraries and schools, arrange for window displays augmented by scene stills from the film, use the book as contest prizes on radio and TV shows, feature a combined lobby display of the paperback edition, the three recordings, the Dell comic book and the Song Sheet cover.

For further information, contact

PETER MATSON

Popular Library, 355 Lexington Ave.
New York, New York

MOVIE CLASSIC BOOK IN COLOR TO CAPTIVATE CUSTOMERS!

Dell Publishing Company has produced a bright and beautiful "TAMMY TELL ME TRUE" Movie Classic Book in color and in the usual comic book style that will be distributed through 700 independent magazine offices located throughout the country.

These books can prove a vital spark for far-in-advance penetration, being ideal for contest prizes, give-aways at schools and radio and TV shows. Check your chain stores for additional promotion opportunities.

THIS BOOK IS POPULAR EVERYWHERE AND ANYWHERE—
IT WILL WORK WONDERS IN THE HOME FOR YOUR "TAMMY" SHOW!

SPECIAL PRICE TO EXHIBITORS
8c each
(minimum order of 100)

Send check with
Order Direct to:
DELL PUBLISHING CO.
750 - 3rd Avenue . . .
New York 17, New York

Extra! *Important!*

PARENTS' MAGAZINE MERIT MEDAL

awarded to

"TAMMY TELL ME TRUE"

Spread This News To Reap Rich Rewards At
The Box Office From Your Family Trade

USE THE SPECIAL 1-SHEET
DISPLAYED ON PAGE 9
In the Lobby and Other Locations
IT'S FREE **IT'S FREE**

Order Direct From

HERMAN KASS
National Exploitation Director, Universal Pictures Co.
445 Park Ave., New York 22, N. Y.

HIGH SCHOOLS AND COLLEGES PRIME TARGET FOR "TAMMY" BIZ

Before the schools let out for the summer vacation, let them know that the NEW "TAMMY" is trouping your way and will be at your theatre in "TAMMY TELL ME TRUE." Intrigue them in whatever manner you think advisable — distribution of Sandra Dee autographed photos, Dell Movie Classic Books, the Popular Library Paperback edition or specially made up Heralds. Have them play the Dee Decca Recording over their Public Address System. For a blazing finale of the school year, arrange with one of the fraternities or sororities to do a switch on the "Sadie Hawkins" day idea, whereby the "Tammys" in Tammy Togs chase the boys of their choice. The newspapers might find this a choice assignment to cover for some live art of local lights.

Ideal Picture for Young America and The Family!

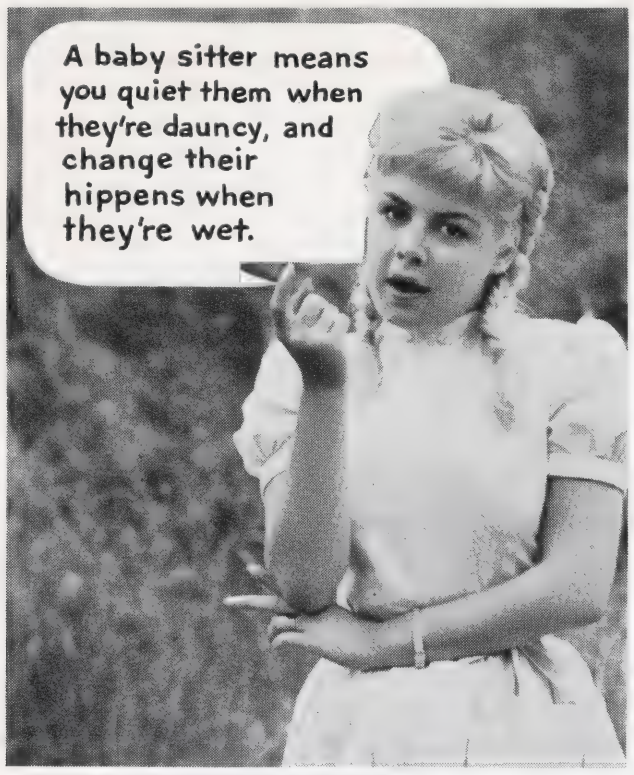
Every lover of entertainment—whether young or old, male or female—will find maximum enjoyment in "TAMMY TELL ME TRUE". It's just that type of film,—bright and sparkling with a flair for fun that is distinctive with the "Tammy" pictures but with a romantic story that will warm the hearts of all who see it. Make a concerted effort to bring this wonderful entertainment to the attention of the leaders and members of the following organizations and groups.

PARENTS-TEACHERS ASSOC. — GENERAL FEDERATION OF WOMEN'S CLUBS
YMCA — YWCA — CYO — 4-H CLUBS — JUNIOR BIRDMEN
NATIONAL ASSOCIATION OF TELEVISION AND RADIO FARM DIRECTORS
BOY SCOUTS—GIRL SCOUTS—SEA SCOUTS—CUB SCOUTS
ROTARY — KIWANIS — KNIGHTS OF COLUMBUS — ELKS

TAMMYISIMS TO TICKLE EVERY CITY AND COUNTY IN THE COUNTRY

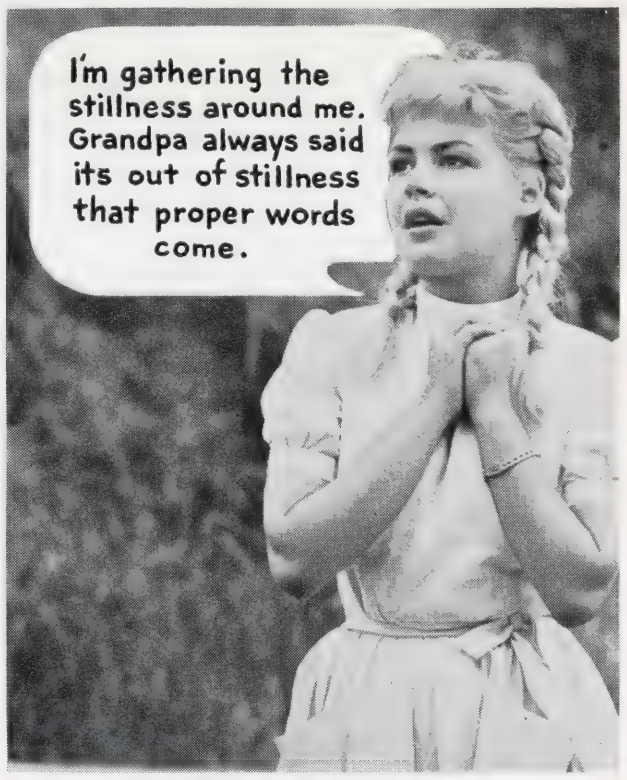
Perfect for Planting — Parties — Contests!

Interest your newspaper in a Contest whereby readers submit their Tammyisms to win prizes and courtesy guest tickets to "TAMMY TELL ME TRUE".



Still No. 1910-EX-7

Still No. 1910-EX-8



Still No. 1910-EX-9

Still No. 1910-29AD

Still No. 1910-EX-10

Still No. 1910-EX-11

IMPORTANT! Order complete set of 8 x 10 photographs OR 2-col. mats with balloons from HERMAN KASS, Exploitation Director, Universal Pictures Co., 445 Park Ave., New York, N. Y.

Stills and Mats are FREE! **Stills and Mats are FREE!**

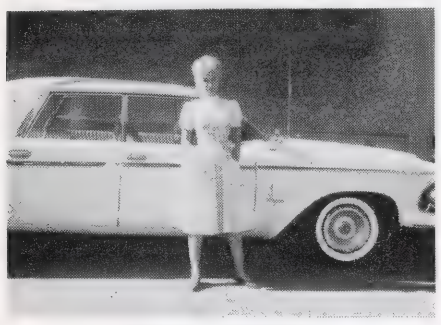
SCOTT OUTBOARD MOTOR

Still No. 1910-EX-1

PERFORMER BOATS

Still No. 1910-EX-2

CHRYSLER IMPERIAL



Still No. 1910-EX-3

HEINZ FOODS

Still No. 1910-EX-4

TAMMY TOGS

Still No. 1910-EX-5

TIE-UP THE TOWN WITH TAMMY TIE-INS

COCA COLA

Still No. 1910-EX-6

Order Set FREE from EXPLOITATION DEPT.
Universal Pictures Co., 445 Park Ave., New York 22, N.Y.

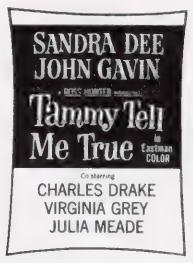
BANNER ACCESSORIES

DELUXE FLUORESCENT SECTIONAL VALANCE

Made of glowing fluorescent satin with shimmering lettering and flowing fringes. Can be used in advance in inner lobby and under your marquee during your run. ORDER ANY LENGTH YOU NEED AT THE SPECIAL PRICE OF $1.50 PER RUNNING FOOT.

40" x 6" BUMPER STRIP

Imprint free. Minimum order, fifteen, $1.00 each.



9 x 12 FLUORESCENT FLAG

Terrific flash as a flag on your staff or mounted against theatre wall or in lobby. Brilliantly colored. Single faced, $45.00. Double faced, $75.00.

FLUORESCENT BADGE FOR USHERS

40c each

Order directly from **National Flag & Display Co.** 43 W. 21st St. N. Y. 10, N. Y. Tel. ORegon 5-5230

In Canada, Order from THEATRE POSTER SERVICE, LTD.
250 Victoria Street, Toronto, Ontario, Canada

SPECIAL COMPOSITE MAT

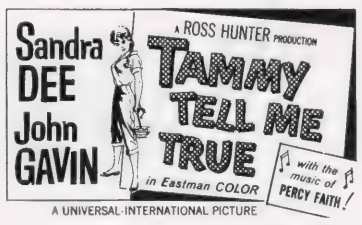
EVERYTHING YOU NEED FOR A COMPLETE CAMPAIGN, ALL ON ONE MAT

THEATRE

MAT No. 209

Ad Mat No. 209 2 Col. x 7"—196 Lines

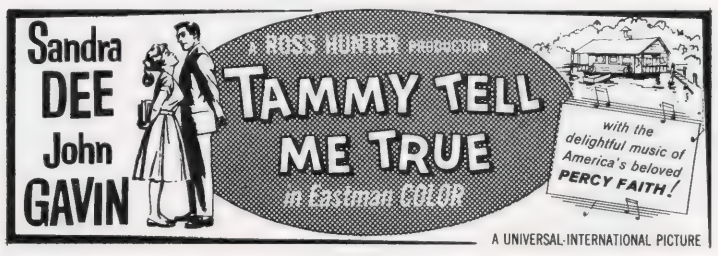
"TAMMY TELL ME TRUE" (2-A)



MAT No. 101

Ad Mat No. 101
1 Col. x 1"—14 Lines

"TAMMY TELL ME TRUE" (1-B)



MAT No. 201

Ad Mat No. 201 2 Col. x 1"—28 Lines

MAT No. 203

Ad Mat No. 203 2 Col. x 2½"—70 Lines

SPECIAL MAT NO. 1 **ORDER BY NAME AND NUMBER FROM NATIONAL SCREEN SERVICE**

INDIVIDUAL MATS PICTURED ABOVE MAY BE ORDERED SINGLY (By number *indicated*) AT THE REGULAR PRICE!

ACCESSORIES

24 SHEET

THEATRE IMPRINT

ADDED ATTRACTION

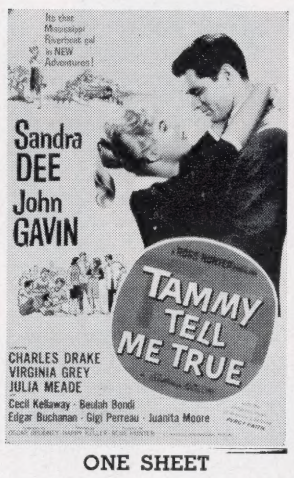
WINDOW CARD

Order Trailer, Slide, ad and scene mats, color gloss stills and other accessories from your local National Screen Service Exchange.

THREE SHEET

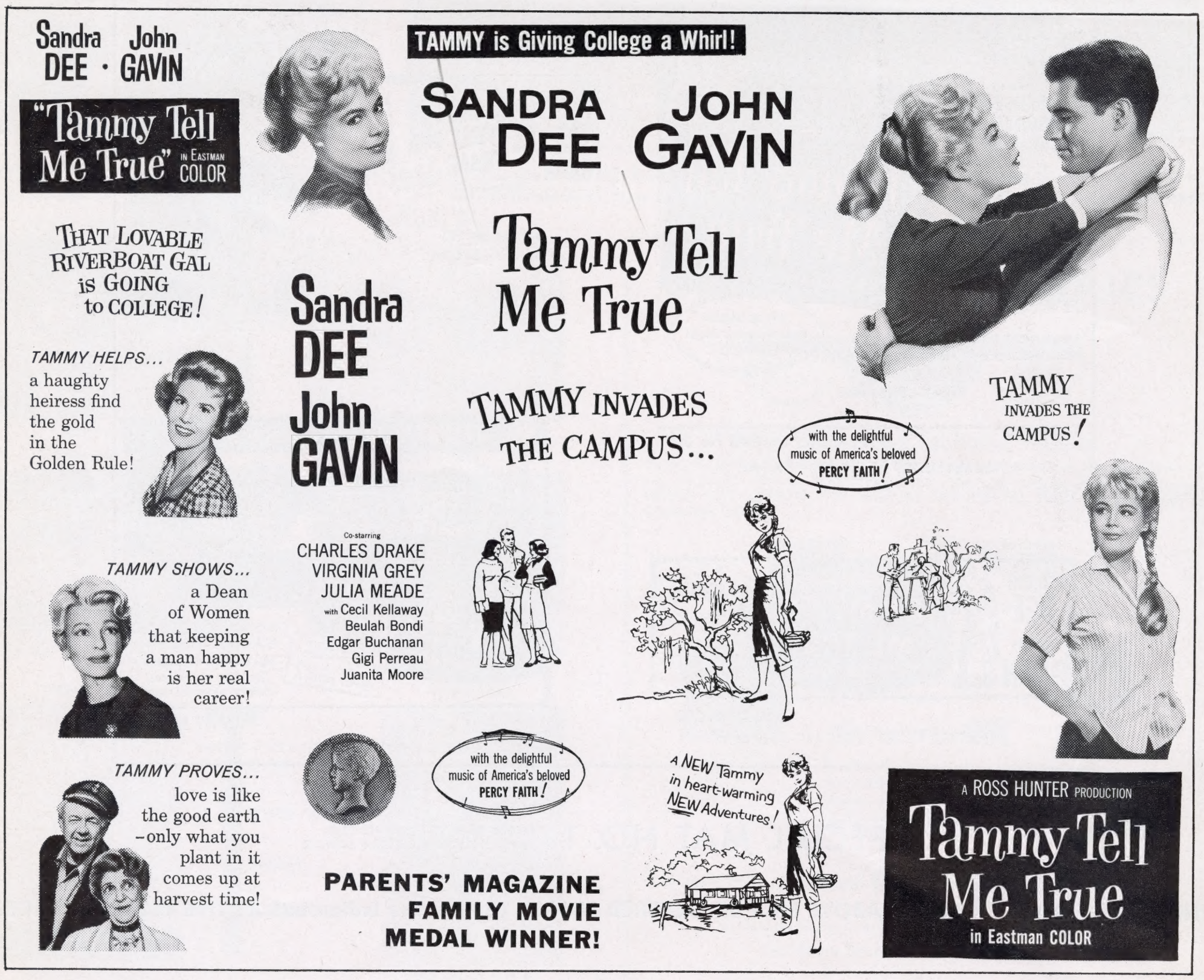
SIX SHEET

14 x 36



ONE SHEET

22 x 28



UTILITY MAT NO. 1

PRINTED IN U.S.A.

"TAMMY TELL ME TRUE"

SUPPLEMENTARY NEWSPAPER ADS

Order mats through your National Screen Service Branch

THEATRE

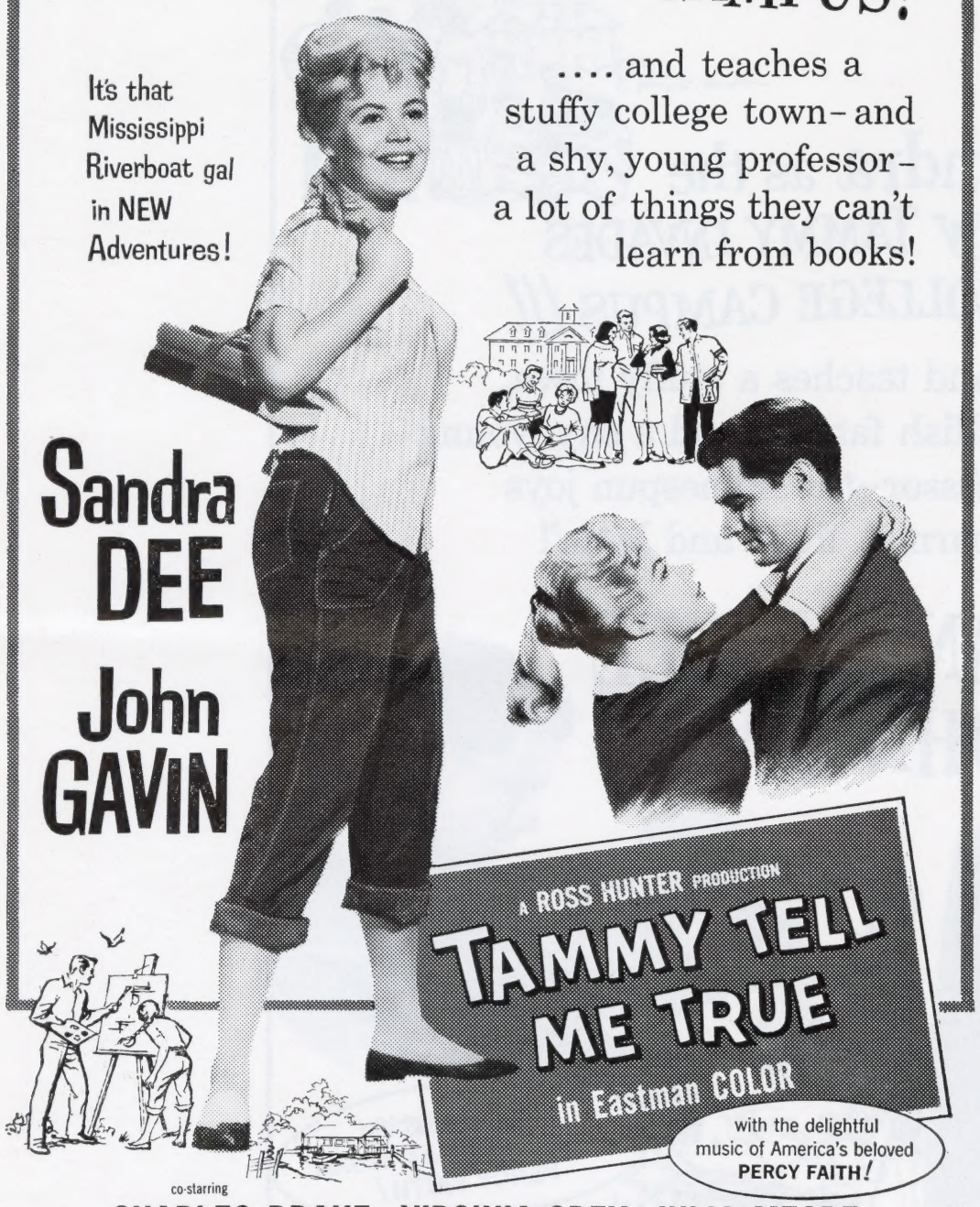
MAT No. 402

Ad Mat No. 402—4 Col. x 9¾"—548 Lines

Sandra DEE as TAMMY INVADES THE CAMPUS!

It's that Mississippi Riverboat gal in NEW Adventures!

.... and teaches a stuffy college town - and a shy, young professor - a lot of things they can't learn from books!



co-starring
CHARLES DRAKE · VIRGINIA GREY · JULIA MEADE
with **Cecil Kellaway · Beulah Bondi · Edgar Buchanan · Gigi Perreau**
Juanita Moore Screenplay by OSCAR BRODNEY • Directed by HARRY KELLER • Produced by ROSS HUNTER
A UNIVERSAL-INTERNATIONAL PICTURE

THEATRE

MAT No. 305

Ad Mat No. 305—3 Col. x 9½"—405 Lines

Sandra DEE as TAMMY

is teachin' a stuffy College town the joys of Learnin'... Livin' and Lovin'!

Co-starring
CHARLES DRAKE · VIRGINIA GREY · JULIA MEADE with Cecil Kellaway
Beulah Bondi · Edgar Buchanan · Gigi Perreau · Juanita Moore
Screenplay by OSCAR BRODNEY • Directed by HARRY KELLER • Produced by ROSS HUNTER
A UNIVERSAL-INTERNATIONAL PICTURE

THEATRE

MAT No. 212

Ad Mat No. 212—2 Col. x 6¼"—174 Lines

Sandra DEE as TAMMY IS GIVING COLLEGE A WHIRL!

Teaching the campus "cats" that a "cool" head can't beat a warm heart ...and giving a shy, young professor some joyous lessons in *Romance!*

Co-starring
CHARLES DRAKE · VIRGINIA GREY · JULIA MEADE
with
Cecil Kellaway · Beulah Bondi · Edgar Buchanan · Gigi Perreau
Juanita Moore Screenplay by OSCAR BRODNEY • Directed by HARRY KELLER
Produced by ROSS HUNTER • A UNIVERSAL-INTERNATIONAL PICTURE

THEATRE

MAT No. 211

Ad Mat No. 211—2 Col. x 7¾"—220 Lines

Printed in U.S.A.

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